

FNGN

CLIMAX@MEDIA TRAINING  
ACADEMY

# Crisis Response Checklist — AI-Safe Internal Playbook For Climate Start-ups, Scale-ups, Scientists, and Mission- Driven Teams



# 1. Immediate Activation

## Stop & Focus

Stop all non-critical tasks.  
Focus fully on the crisis.

## Activate Protocol

Activate the pre-defined crisis protocol or initiate a rapid response if no formal plan exists.

## Assemble Team

Assemble the core crisis team within 60 minutes:  
leadership,  
communications,  
legal/compliance,  
technical/R&D leads,  
operations.

## Assign Roles

Assign clear roles: fact-finders, spokesperson, liaison to regulators or authorities, internal comms lead.

## 2. Facts First

**Collect verified information immediately**

First reports should arrive within **7–10 minutes**.

- Separate confirmed facts from assumptions.
- Document sources and timestamps.
- Identify urgent decisions that must be made now versus those that can wait.

# 3. Spokesperson & Communication Channels

Confirm the trusted spokesperson(s) – the single voice for truth and solutions.

**Prepare an initial 'holding statement' which includes:**



---

State confirmed facts



---

Acknowledge unknowns



---

Describe immediate actions being taken



---

Commit to continuous updates

Distribute the statement consistently across all internal and external channels: email, intranet, website, social media, investor portals.



## 4. Monitor & Respond

**Track social and traditional media in real time.**

Capture AI-generated summaries or automated alerts.

**Correct public factual errors as soon as verified.**

**Avoid speculation or personal commentary before facts are solid.**

**Document all media inquiries, social posts, and internal decisions.**

# 5. Humanity & Leadership

## Prioritize affected people

Staff, community members, partners, and stakeholders.

- Show genuine empathy. Use statements that reflect concern and practical support.
- Ensure leaders communicate steady, calm, and factual messages. Video or written statements should be concise and solution-oriented.

# 6. Internal Alignment



## Inform Stakeholders

Inform employees, board, and key partners at the same time as or just before public communications.



## Ensure Understanding

Make sure everyone understands roles, talking points, and approved messaging.



## Train Teams

Train internal teams to respond consistently if approached externally.

# 7. Follow-Up & Accountability

Track commitments and follow up on every promise. Update timelines based on new information.

Begin structured phases:



## 8. Things to Avoid

Never lie, exaggerate, or underplay facts.

Do not disappear or delay messaging.

Do not issue premature denials.

Avoid jokes, empty phrases, or generic statements like "We take this seriously."

Do not speculate or repeat accusations in your messaging.

Do not let fear of liability override transparency or compassion.

Avoid internal-only focus; balance inward coordination with outward messaging.

# 9. AI-Specific Guidance

Assume all statements will be summarised, remixed, or truncated.

Document all versions of statements and timestamp for internal tracking.

Keep a digital log of all alerts, social posts, and automated coverage for rapid review.

Use precise, simple, factual language. Avoid idioms or complex metaphors.

Confirm all facts before issuing statements; corrections propagate slower than AI-generated interpretations.

